

movetodiscover

Only for like-minded people

Transition



Digital technology must play a central role in creating positive effects for society as a whole and in supporting a positive transition. Transitions belong to brave people.

A paradox

“Governments and corporations will soon know you better than you know yourself. Belief in the idea of ‘free will’ has become dangerous and the easiest people to manipulate will be those who believe in free will.” (*Yuval Noah Harari*)

“Today’s youth face unprecedented physical, mental, and social challenges exacerbated by fast-changing tech. Technology is extracting our attention, weakening our memory, and driving addiction, loneliness, and depression.” (*Center for Humane Technology*)

A way out

Now imagine a digital tool that promotes real-life meetings and helpful features for people with the same interests, for nature lovers, where individuals choose and are freed from psychological risks, with a precise focus and no distractions, that allows to save time and to raise awareness and support for environmental actors that protect nature, for sustainable businesses to strengthen local and sustainable supply chains.

OUR VISION

We create a social network to inspire a new relationship with nature.

Nature is what connects us to everything. We need nature, and so do our future generations.

Eliminate psychological risks – We skip likes to boost your self-esteem, but we like to provide a helpful tool and connect you with people in real life.

Customization – We offer a high level of customization to filter relevant content and get rid of pointless information and doom scrolling.

Actionable support – We increase transparency for environmental projects, community engagement, and support.

Time and efficiency – You save time gathering relevant and geo-localized information for amazing outdoor experiences.

Go local – Discover local businesses, culture, and activities for authentic adventures and travel.

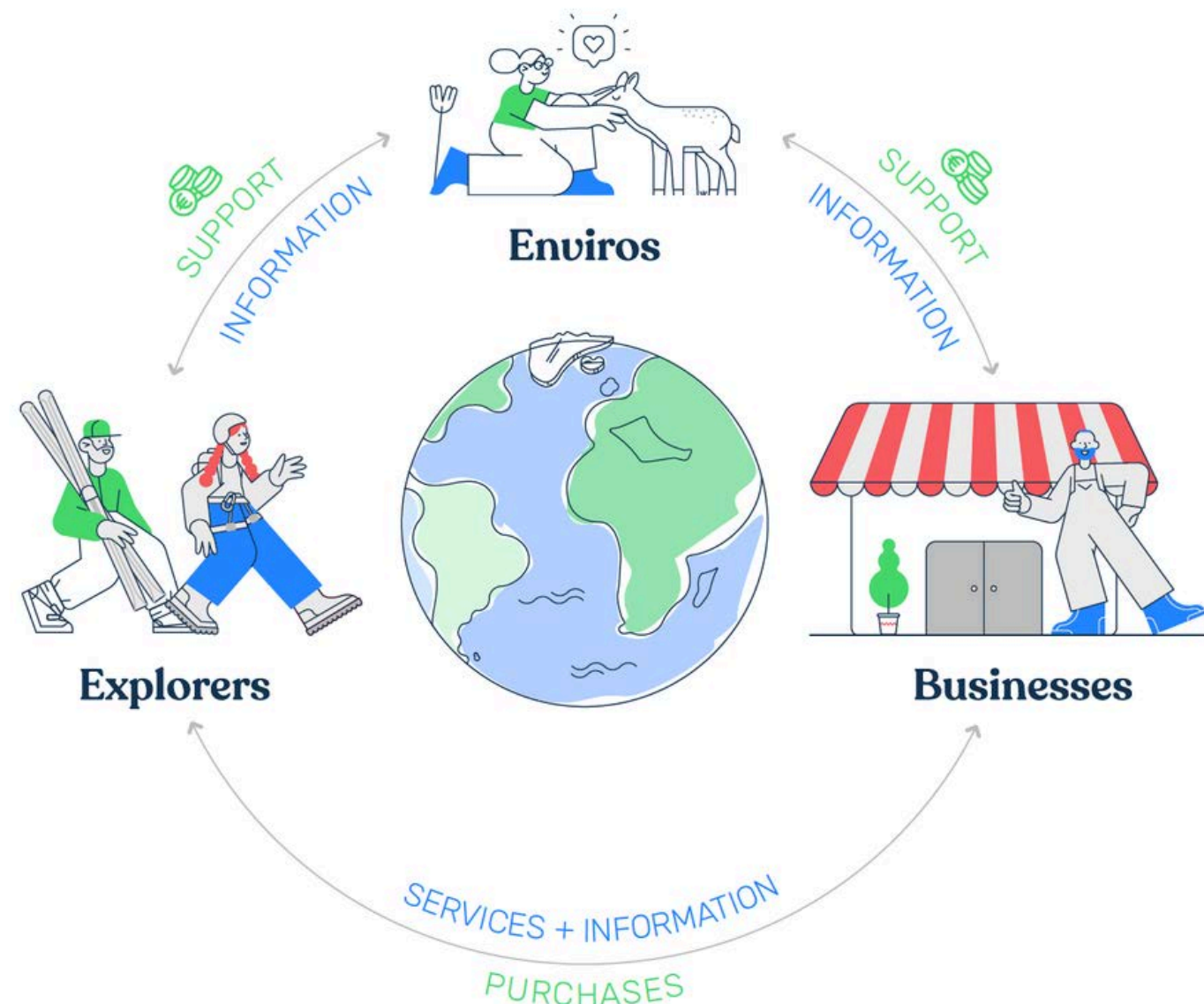
Connection – Meet people with the same interests without former connections in your preferred areas.

No data sales – We don't sell user data and do not profile you!

Thematic Community – We focus on sustainability, outdoor activities and travel to create a cohesive and relevant community.

Our mission

We create a focused social network for outdoor enthusiasts, sustainable businesses, and environmental projects to explore nature, promote sustainable products and services, and finance environmental preservation.



A unique social network

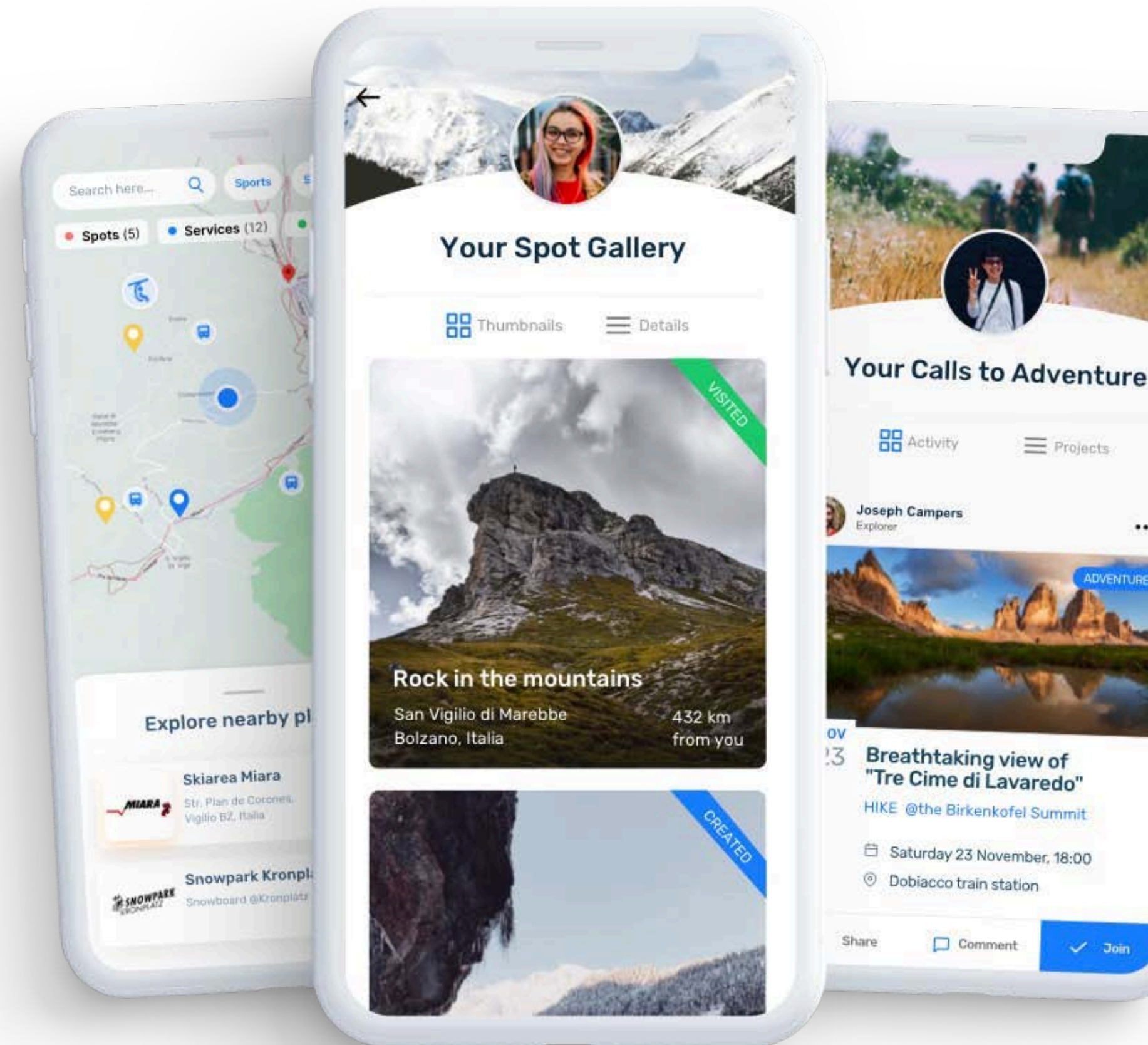
Circularity: MovetoDiscover encompasses three types of users (Explorers, Businesses, Enviros) with different core interests and is based on circularity.

Give back: We share a significant proportion of our income with society by allocating resources to fund environmental projects rated by the users.

A new tool for outdoor communities



- Meet local outdoor communities and like-minded people everywhere without former connections.
- Create adventures, events, meetups, and environmental actions based on places and activities.
- Find and create spots to discover in new places by connecting with local outdoor enthusiasts.
- Get instant geo-localized information around the globe for your outdoor activities and save time.
- Ask our AI assistant, save time and get results that match your preferences, worldwide.^{Coming soon}



A new tool for environmental organizations and action



- Environmental organizations increase their **visibility and support**.
- Our algorithm draws attention to **local environmental projects**.
- Outdoor enthusiast discover **local acting organizations to preserve nature**.
- Environmental organizations **connect to similar organizations** and create **synergies**.
- Enviro Users **engage people** in joining their **activities and actions around the globe**.

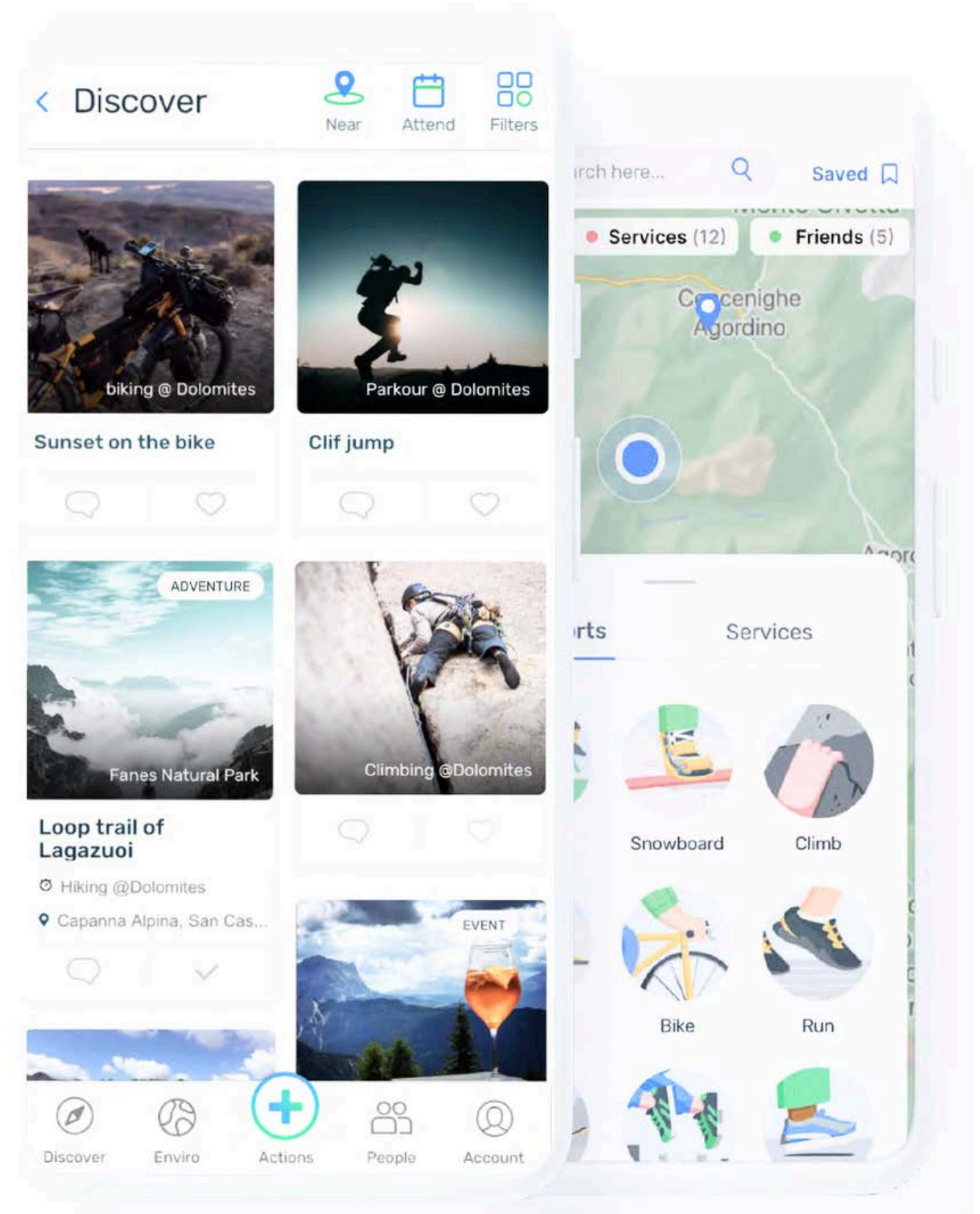


A new tool for sustainable businesses



Coming soon

- Sustainable businesses need a **sustainable social network** to fully comply with their strategy.
- Companies interact with a **segmented, sensitive and geo-localized market**.
- Companies **connect** with other similar companies and create synergies.
- Users can discover **new companies** and projects that they would possibly not have discovered otherwise.
- **Local supply chains** get empowered due to geo-localized content.
- **AI assistant** directs user's attention to local acting businesses.

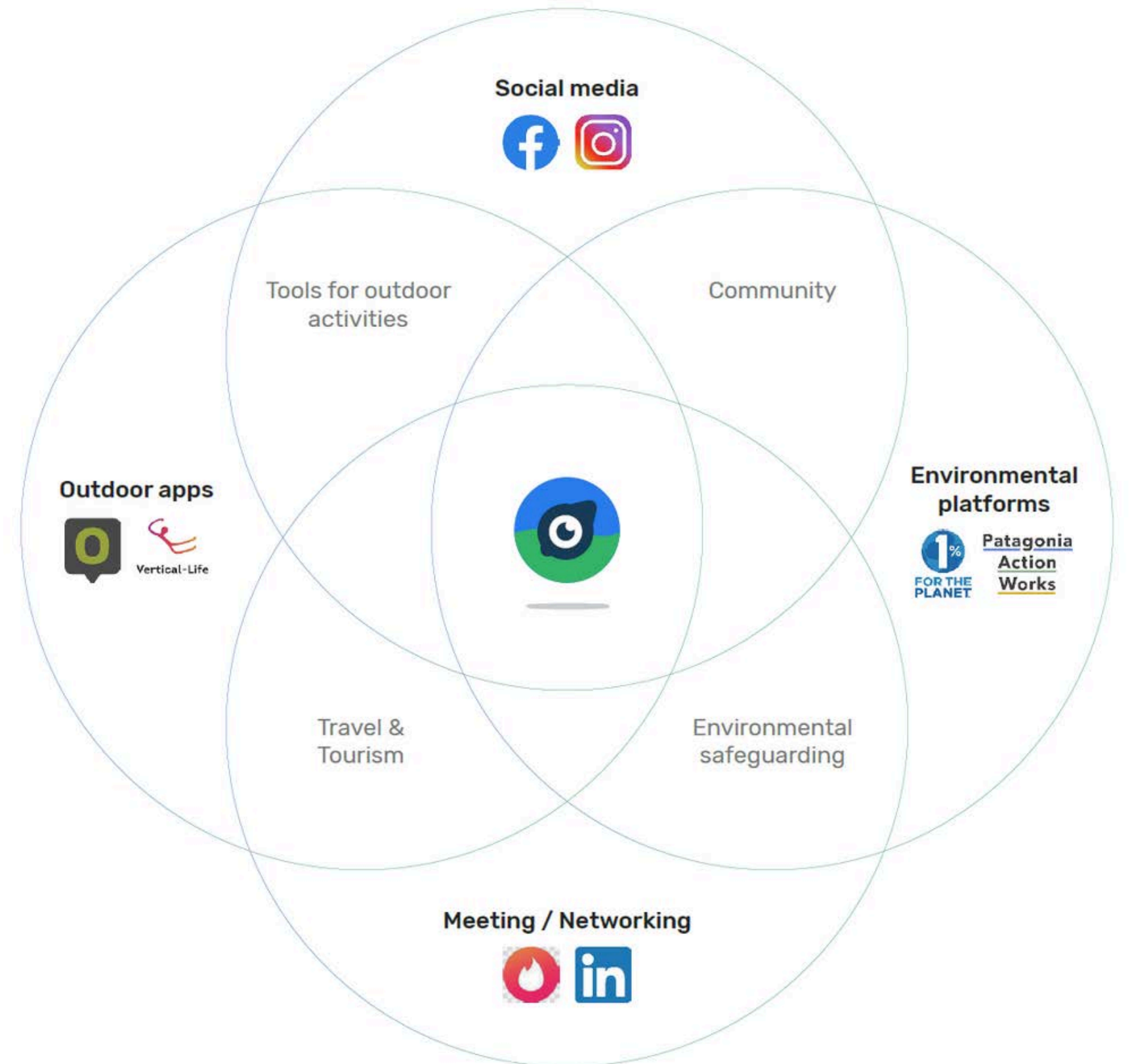


Our positioning



All in one!

MovetoDiscover is outdoor, meeting, social media, networking, environmental safeguarding, sustainable tourism, travel, all in one.



Collaborative business model

- Explorers + Enviros + Businesses
- General goal: 5M users by 2030
- € 15M to finance environmental grassroots projects by 2030
- World-wide community of like-minded people



Pay what you want ^{Freemium}

Explorer & Business Users contribute to financing operations and environmental initiatives by choosing the amount they prefer based on perceived value.

First step: 50% of Explorer Users' contributions will be allocated to finance environmental players.

Powered by **stripe**

Why should I pay for a digital product?
Have you ever seen the documentary "The Social Dilemma" on Netflix?

"If you don't pay for a product, you are the product"

MovetoDiscover doesn't sell your data or profile you for advertising. If you pay, you

preserve nature while using a helpful app.

get rid of advertising and distractions.

are a full member of an active global community.

We are collaborating with



The team

We love nature.

We believe there is potential to re-shape our relation with nature.

We promote cooperation rather than competition.

We need **you**
to succeed with our project.



Manuel Obwegs • CEO

Master in Markets & Business Strategy

Project management
Strategy
Public relations

"Let's feed a systemic change"



Tone Kastlunger • CTO

Master in Software Engineering

Software engineering
Security
IT infrastructure management

"I want to do everything which ensures my children to live on a beautiful planet"



Paolo Baroni • CFO

MBA & Master in Physics & Assistant Professor

Finance
Investor relations
Strategy

"The digital world plays an important role in driving significant changes"



Anuk Torre Obeid • COO

Master in Cinema Production

Operations
Social media
Communication

"We need a place where we can act together for a better future"



Gaspar Iwaniura • Art Direction

Master in Graphic Design

Branding
Communication strategy
UX/UI design

"A sustainable world starts with a global purpose but it still needs to be designed"



Denise Castlunger • Graphic Design

Multimedia Graphic Design Diploma,
Graphic Arts Expert Graduation

Graphics
Social media management
Communication

"I want to do my part in actively helping to protect this planet and its life"

Ready to discover a new way of interacting on a social network?

Join MovetoDiscover now and let's build a
new community dedicated to acting for
nature.



www.movetodiscover.com

